

Message Text

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ORIGIN COME-00

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P 210302Z MAY 78
FM SECSTATE WASHDC
TO AMEMBASSY PARIS PRIORITY
AMEMBASSY BRUSSELS PRIORITY PRIORITY
AMEMBASSY THE HAGUE PRIORITY
INFO AMEMBASSY LUXEMBOURG PRIORITY

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E.O. 11652:N/A

TAGS: BEXP, FR, BE, NL, LU

SUBJECT:IMC, PARIS FY 1980 PROMOTION EVENT SCHEDULE

FOR: COMAFF/GRANT/PARIS; USTC/AUFRICHT/PARIS

1. FOLLOWING IS PLANNED FY 1980 IMC, PARIS PROMOTION
EVENT SCHEDULE PROVIDED FOR POSTS REVIEW AND COMMENT.
BALANCE OF COMMERCE PROMOTION EVENT SCHEDULE (CATALOG SHOWS
ETC.) FOR FRANCE/BENELUX TO FOLLOW. SCHEDULE FOR IMC,
PARIS HAS BEEN DEVELOPED ON BASIS OF ANALYSIS OF MARKETING
FACTORS INCLUDING POSTS RESPONSE TO PROPOSED FIVE-YEAR PLAN
FOR IMC, PARIS, AND IS CONFLICT-FREE, INsofar AS WE ARE
AWARE. POSTS REQUESTED TO UNDERTAKE REVIEW THIS SCHEDULE
AND TO CABLE THEIR OBSERVATIONS TO REACH WASHINGTON BY
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MAY 31, 1978.

2A. IMC OFFSITE, EQUIP'HOTEL, PARIS - HOTEL, RESTAURANT
AND CATERING EQUIPMENT - OCTOBER 14-22, 1979.

B. IMC OFFSITE, SECURITY '79, UTRECHT - INDUSTRIAL AND
COMMERCIAL SECURITY EQUIPMENT - OCTOBER 15-19, 1979.

C. IMC OFFSITE, MECANALEM, PARIS - FLUID POWER COMPONENTS,

INDUSTRIAL ASSEMBLY EQUIPMENT, COMPUTER-AIDED DESIGN AND
MANUFACTURE - DECEMBER 3-9, 1979.

D. IMC OFFSITE, MESUCORA, PARIS - PROCESS CONTROL INSTRU-
MENTATION - DECEMBER 10-15, 1979.

E. IMC ONSITE, PARIS - AWAITING THEME RECOMMENDATION FROM
POST - FEBRUARY 1980.

F. IMC OFFSITE, COMPEC EUROPE '80, BRUSSELS - MINI COMPU-
TERS AND RELATED EQUIPMENT - EARLY MAY, 1980.

G. IMC OFFSITE, GRAPHITEC, PARIS - PRINTING AND GRAPHIC
ARTS EQUIPMENT - APRIL, 1980.

H. IMC OFFSITE, MACHINE-OUTIL, PARIS - METALWORKING AND
FINISHING EQUIPMENT - MAY, 1980.

I. IMC ONSITE, PARIS - AWAITING THEME RECOMMENDATION FROM
POST - JUNE OR SEPTEMBER, 1980.

3. FOR IMC, PARIS - OPINIONS ON VIABILITY OF U.S. PAVI-
LION AT THESE INTERNATIONAL FAIRS SHOULD BE SOLICITED FROM
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THREE AGENTS/DISTRIBUTORS FOR EACH EVENT. ALSO JEGU OF
B.I.R.P. SHOULD BE RE-APPROACHED TO OBTAIN HIS SUPPORT FOR
SCHEDULING PRINTEMPS INFORMATUQUE IN TANDEM IMMEDIATELY
PRECEDING COMPEC EUROPE '80. SINCE MAJOR BENEFIT SHOULD
ACCRUE TO O.I.R.P. WITH AN INFUSION OF NTM FIRMS VIA SUCH
A TANDEM ARRANGEMENT, JEGU SHOULD UNDERSTAND THAT HIS
DECISION TO COMMIT IN PRINCIPLE CANNOT WAIT A YEAR.

4. FOR IMC/COMAFF, PARIS - PLEASE PROVIDE THREE OR
FOUR THEME RECOMMENDATIONS IN PRIORITY ORDER FOR INCLUSION
IN FY-80 SCHEDULE AS ON-SITE EVENTS INDICATING PREFERRED
TIME-SLOT FOR EACH. WE RECOGNIZE INCLUSION OF TWO ON-SITE
EVENTS RESULTS IN A VERY FULL SCHEDULE - NINE EVENTS
TOTAL - BUT BELIEVE IT PREFERABLE TO CLEAR FULL SCHEDULE
NOW IN CASE NEGATIVE RESEARCH OR STAFFING, COST, ETC.
CONSIDERATIONS FORCE CUT-BACK IN OFF-SITE SCHEDULE LATER.

5. THE IMC WILL NOTE THAT ASSIGNMENTS OF RESPONSIBILITY
FOR EVENTS OUTSIDE FRACNE HAVE BEEN MADE WITH WORKLOAD
CONSIDERATIONS IN MIND, WHEN SUCH CONSIDERATIONS ARE PARA-
MOUNT. NORDIC SCHEDULE TO BE HANDLED BY IMC COLOGNE
AND/OR IMC MILAN IN FY-80. VANCE.

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